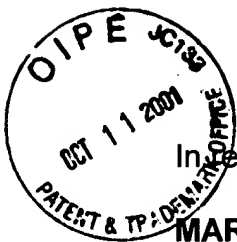


3634



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor Patent Application of:

**MARTIN HERING**

Serial No. **09/705,152**

Filing Date: **November 2, 2000**

For: **TURNSTILE ADVERTISING DISPLAY  
DEVICE**

Commissioner for Patents  
Washington, D.C. 20231

Art Unit: **3634**

*Patricia Lewis*  
*#7/83*  
*10.18.01*

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OCT 17 2001

**GROUP 3600**

Sir:

**AMENDMENT**

In response to the Examiner's Office Action of July 6, 2001, Paper No. 6, please enter the amendments and remarks set forth below. As this amendment is being presented within three months of the Action, no petition for time extension is believed necessary.

**In the Claims**

Please enter amended Claims 38-40, 48, and 53 as follows:

**38. (amended)** An advertising method comprising the steps of:

431 displaying advertising indicia related to an entity on a turnstile arm, the arm rotatably carried by the turnstile for blocking a passageway; and

facilitating an awareness of the entity via the advertising indicia in a person moving through the passageway.